

B.A. (Prog.) Political Science (501) (Second Year)

Title of the Paper: Public Opinion and Survey Research Course (Unique Paper Code : 12323902)

Taught by

Dr.Moitri Dey

Objective: This course will introduce the students to the debates, principles and practices of public opinion polling in the context of democracies, with special reference to India. It will familiarise the students with how to conceptualize and measure public opinion using quantitative methods, with particular attention being paid to developing basic skills pertaining to the collection, analysis and utilisation of quantitative data.

- I. Introduction to the course (6 lectures) Definition and characteristics of public opinion, conceptions and characteristics, debates about its role in a democratic political system, uses for opinion poll
- II. Measuring Public Opinion with Surveys: Representation and sampling (6 lectures) a. What is sampling? Why do we need to sample? Sample design. b. Sampling error and non-response c. Types of sampling: Non random sampling (quota, purposive and snowball sampling); random sampling: simple and stratified
- III. Survey Research (2 lectures) a. Interviewing: Interview techniques pitfalls, different types of and forms of interview b. Questionnaire: Question wording; fairness and clarity.
- IV. Quantitative Data Analysis (4 lectures) a. Introduction to quantitative data analysis b. Basic concepts: correlational research, causation and prediction, descriptive and inferential Statistics
- V. Interpreting polls (6 lectures) Prediction in polling research: possibilities and pitfalls
Politics of interpreting polling

To understand the concepts of Research and Survey Method, the students were encouraged to take up survey on various topics like Demonetisation, Delhi Election, Consumer Behaviour, Quality Education in Universities : A Case Study of Delhi University, E-Shopping: Change in Trend, etc. The students then presented their findings in the classes. These exercise acquainted them to understand the techniques of sampling and using the tools for research. Apart from these, the students are provided tasks to prepare sample questionnaires on various topics as exercise in the class.

Verified by Ms. Roselin Sekho (TIC, Department of Political Science)

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